

Shockwaves: Smoke-free Laws and Emerging Products

Ellen J. Hahn, PhD., RN, FAAN

Carol Riker, RN, MSN

Kentucky Center for Smoke-free Policy



Learning Objectives

- Discuss the types of new and emerging tobacco products, with a focus on electronic cigarettes.
- Describe the use, perceptions, and marketing of electronic cigarettes.
- Discuss implications of new and emerging tobacco products on tobacco-free policy and program development.

Harm Reduction

- *“a product is harm reducing if it lowers total tobacco related mortality and morbidity even though use of that product may involve continued exposure to tobacco related toxicants,”*
Stratton et al., Tobacco Control, 2001

Potential Reduced-Exposure Tobacco Products (PREPS)

- *Claim* to be less addictive and less harmful than conventional cigarettes because they reduce exposure to toxins
- 3 categories:
 - Modified tobacco products
 - Cigarette-like products
 - Oral/smokeless products

Emerging Product Types

- Combustibles
 - Hookah or waterpipe
 - RYO (Roll Your Own)
- Non-combustibles
 - Electronic cigarettes
 - Sticks, orbs, strips

Combustibles



Hookah (Waterpipe)



Head: Tobacco heated (often with charcoal, separated by perforated aluminum foil)

Body: Holds head on top of a conduit

Hose: Emerges from bowl above water line

Base: 1/2 filled with H_2O

User inhales on mouthpiece to draw charcoal-heated air through the tobacco. Tobacco and charcoal smoke go through the conduit, water, hose, and into the user's mouth & lungs.

Hookah “Round of Shots”



Why Hookah?

- Perceived as safer than smoking cigarettes (*“It’s filtered through water”; “it’s ‘smooth’; “there’s no smog”*)
- Trendy; ALA termed it the first new tobacco trend of the 21st century.
- Popular among urban youth, young professionals, and college students (Noonan & Kulbok, 2009)

Hookah: Health Risks to the User

Compared to cigarette smoking, hookah produces:

- Similar peak nicotine levels, but 1.7 times the nicotine dose due to longer exposure
- Greater CO
- 40 times the smoke exposure

(Eissenberg & Shihadeh, 2009)



Hookah: Indoor Air Pollution

- Lexington study showed indoor air pollution over *3-5 times* the outdoor air standard in a lounge near campus.
- Day 1: average 116 $\text{PM}_{2.5}$ (3.3 people)
- Day 2: average 179 $\text{PM}_{2.5}$ (4.0 people)
- National Ambient Air Quality Standard (NAAQS) for outdoor air = $35 \mu\text{g}/\text{m}^3$



Tobacco Retailer Exemptions Create Loophole for Hookahs

- (5) *Retail tobacco store.* A retail store devoted primarily to the sale of any tobacco product, including but not limited to cigarettes, cigars, pipe tobacco and chewing tobacco, and accessories and in which the sale of other products is incidental. The sale of such other products shall be considered incidental if such sales generate less than twenty-five (25) percent of the total annual gross sales.

Roll Your Own (RYO)



Flavored Tobacco

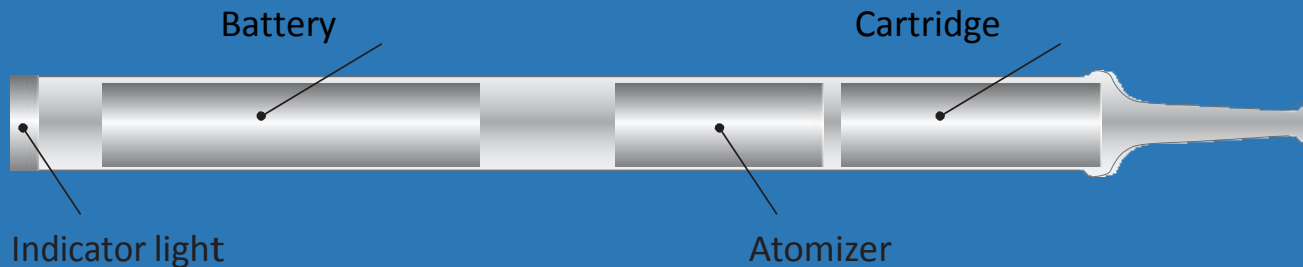


Non-Combustibles



Electronic Cigarettes (E-cigs)

- Use a heating element to vaporize nicotine and other ingredients, simulating the visual, sensory, and behavioral aspects of smoking without the combustion of tobacco.



E-cigs: Many Varieties



Disposable

MODS (Modified)



E-Cigars



E-cigs: Contents and Vapor

- Few e-cigarette brands/models have been tested
- Cartridges *and* vapor contain carcinogens, nicotine, formaldehyde, and propylene glycol (just now being tested on animals)
- Labeling may not match contents (FDA found that even those labeled as no nicotine, contained nicotine.)



© www.f1online.de Bildnr./image no: 19073

E-cigs: Not Approved for Cessation

- FDA can only regulate e-cigarettes as “tobacco products” (unless marketed as making therapeutic claims),
- Evidence on use for cessation not established:
 - several online surveys of self-report (low response rate)
 - two small human studies of pharmacokinetics and pharmacodynamics.
- Regardless, e-cigarettes marketed as cessation aids, either overtly or covertly



Katie - Alexandria, VA

"I just wanted to let you know that you have changed my life! I LOVE my vapornine supplies and I was able to completely quit smoking the same week I started vaping. I am now sickened by the smell of cigarettes, which never happened before, not even during any of the other brief periods of time during which I was able to temporarily quit... I used all my business cards (as several friends have ordered too). When you print more, I will be happy to hand some out. I will ask for them in my next order."



Phone: 859-623-7553

Address: 620 Big Hill Ave #15, Richmond, KY 40475



OUR MISSION: TO PROVIDE A CHEAPER, SAFER SMOKING ALTERNATIVE!

Save money, live healthier, and no more bad breathe!

WHAT ARE E-CIGARETTES?

An electronic cigarette or "e-cigarette"

E-cigs are battery-powered devices that provide inhaled doses of nicotine by delivering a vaporized liquid nicotine solution. It is an alternative to smoked tobacco products, such as cigarettes, cigars, or pipes.

They are also:

- Tobacco Tax Free
- Toxin Free
- Odor Free

SAME SENSATION

But without the negatives!

In addition to nicotine delivery, this vapor also provides a flavor and physical sensation similar to that of inhaled tobacco smoke, while no tobacco, smoke, or combustion is actually involved in its operation.

Other benefits:

- No cigarette butts or ashes
- No need for an ash tray
- No more smelling up your car or home

VAPE ANYWHERE!

Please check local ordinances to see if e-cigs are allowed.

Since the electronic cigarette does not produce smoke it is not classified as a smoking product. This means you can smoke indoors or other places that smoking has been traditionally banned. So go ahead and you can begin vaping indoors! You can begin using your e-cigarette or e cigarette anywhere you want



"I WILL NEVER GO BACK TO MY OLD CIGS. I GET JUST AS MUCH SATISFACTION AND PLEASURE AS I DID FROM MY CIGS WITHOUT ALL THE TAR, CARCINOGENS AND WEIRD CHEMICALS." Larry C.



ECF
the world's largest
e-cigarette forum

Search ECF with Google

InfoPages **Forum** Whats New? Blogs Forum Suppliers Support ECF ECF Store Contacts

Today's Posts FAQ Calendar Community Forum Actions Quick Links Advanced Search

Forum



Hi! Welcome to ECF, the largest e-cigarette website in the world.

There are tens of thousands of visitors to this site every day, and over 100,000 posts a month on the forum.

Everything you need to know is here. We welcome your questions: just register, then you can post in the New Members Forum and someone will help you. Or, get in touch via our Contacts page, linked at the top and bottom of every page.

For many people, ECF is the start of a new phase of their life - a life without tobacco but every bit as enjoyable. More enjoyable in every way, in fact. Come on in and join us!

If this is your first visit, be sure to check out the [FAQ](#) by clicking the link above. You may have to [register](#) before you can post: click the register link above to proceed. To start viewing messages, select the forum that you want to visit from the selection below.

E-Cigarette Forum

Welcome to ECF, electronic cigarette central.

ECF InfoPages

E-cigarette information, advice, and answers >>>

Announcements



Important Notices and Current Events

Current affairs and calls to action you need to look at.



Threads: 3
Posts: 4

Important Notices 2012
by rolygate
02-11-2012, 11:08 PM

E-cigarettes: Hazards

- Cartridges leak → skin exposure to nicotine
- Spent cartridges can leak onto surfaces, → thirdhand smoke.
- Cartridge refills have lethal doses of nicotine & pose a danger to children



E-cigarettes: Other Concerns

- Could derail true cessation attempts (not shown to be effective for cessation)
- Dual use of cigarettes and e-cigarettes will not result in public health benefits.
- Creates confusion and enforcement problems with smoke-free laws

Marketing may encourage youth to experiment and promote addiction



Other Marketing Strategies



Smoke-free Policies Prohibiting E-Cigarettes

- Bardstown
- Glasgow
- Madison
- Manchester
- Bullitt (pending court action)
- HB 289
- Tobacco-free campuses
 - UK
 - ?others



Model Ordinance: Definitions are Critical!!!

- “E-cigarette” means any electronic oral device, such as one composed of a heating element, battery, and/or electronic circuit, which provides a vapor of nicotine or any other substances, and the use or inhalation of which simulates smoking. The term shall include any such device, whether manufactured, distributed, marketed, or sold as an e-cigarette, e-cigar, e-pipe, or under any other product name or descriptor.”
- “Smoking” means inhaling, exhaling, burning, or carrying any **lighted or heated cigar**, cigarette, or pipe, or any other lighted or heated tobacco or plant product intended for inhalation, in any manner or in any form. “Smoking” also includes the use of an e-cigarette which creates a vapor, in any manner or in any form, or the use of any oral smoking device for the purpose of circumventing the prohibition of smoking in this Article.”

Smokeless Tobacco Products



Look-a-Likes



Trends in Smokeless Tobacco (ST)

- US cigarette companies purchasing smokeless companies
- Proliferation of ST products (moist snuff and snus) bearing cigarette brand names; more products evolving (lozenges)
- With the increase in smoke-free air laws, ST has been marketed as a substitute

(Piano, 2010)

Composition of ST Products

- Nicotine concentration in ST:
 - Oral snuff similar to cigarette tobacco
 - Chewing tobacco lower than cigarette
 - Highest known non-occupational exposure to nitrosamines
- (Piano, 2010)

ST Use & Cardiovascular Disease

- AHA does not recommend substituting ST for smoking because
 - Long-term ST use may be associated with a greater risk of fatal MI and fatal stroke.
 - Not enough evidence to support the use of ST as a cessation strategy.



ST: Other Risks

- Although cardiovascular risks are lower, ST products are not without harm.
 - ST use associated with some cancers
 - Also associated with oral disease
 - Heavy use of moist snuff increases risk of Metabolic Syndrome and type 2 diabetes.
- May lead to fewer people quitting tobacco and more dual use (cigarettes & ST)



Switch & Quit Owensboro



- U of L harm reduction campaign led by Dr. Brad Rodu
- Rodu has unrestricted research support from multiple tobacco companies
- Substitution of “significantly less dangerous forms of tobacco for harmful cigarettes”
- <http://switchandquitowensboro.org/>

Guidance for Clinicians, Public Health Professionals, and Researchers

- Direct tobacco users to evidence-based quit strategies and cessation products.
- Promote inclusion of e-cigarettes in smoke-free policies and prohibit sales to minors.
- Include harms of emerging products in retailer education.
- Advocate for more research and surveillance of the use and marketing of e-cigarettes.